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ABSTRACT

This planning guide explains in detail how to set up and run a consumer week program in a school or organization. It begins with 10 golden rules for an effective consumer week. A section on planning a program analyzes the advantages and disadvantages of a week-long or weekend event, discusses balancing the major event categories, and describes three suggested programs: consumer weekend, extended consumer weekend, and consumer week. Planning a timetable is the focus of the next section. It lists planning pointers and considerations regarding meetings and group members. A sample planning timetable and checklist is provided. The section on publicity contains a conference/seminar planning checklist and describes suggestions for involving the news media and generating publicity. A brief section on money lists expenses and sources of financial support, goods, or services. The next section describes some events that have been part of recent Consumer Weeks. Useful tips, a checklist, sources of help, and other information are provided for these events: staffed exhibits, unstaffed exhibits, contests, consumer meetings, special advice sessions/consumer fair, special interest meetings, involving schools/adult education, and pamphlet or newspaper supplement. The final section contains information on National Consumers Week 1984. (YLB)

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to the National Consumer Council of
the United Kingdom which prepared
original text of this publication
and shared it with their friends
in America.

THE WHITE HOUSE
WASHINGTON

Dear Consumer:

A decade ago I convened a consumer conference here in Washington. Little did I realize then that the two-day meeting would grow into National Consumer Week. In 1974, about 400 of us met to talk about ways of improving consumer education and information. Afterwards, I received requests for more such meetings. The next year, I convened Consumer Education Day at the White House. The interest in promoting consumer education and information by voluntary consumer organizations, educators, associations and businesses has never ceased.

In 1982, President Reagan, recognizing the momentum of consumer awareness promoted by us eight years earlier, proclaimed "National Consumers Week." That last week of April 1982 witnessed consumer education and information events from the Mall in Washington to main streets and shopping centers throughout the country.

During the second National Consumers Week in April 1983, the number of events at least quadrupled. I am sure, too, there were many consumer fairs, exhibitions, meetings, contests and educational programs that were never publicized outside the respective communities and no record of them ever reached my office.

Continuing President Reagan's tradition, the next National Consumers Week will be observed April 23–29, 1984. Many national and local organizations, associations and corporations have already begun planning special events for that week. Hopefully, some will continue to address consumer education and information issues throughout the year.

One company has already made a year-long commitment to National Consumers Week. This is The Seven-Up Company, which is making this Planning Guide available to American consumer groups and other organizations interested in promoting and preserving consumer programs and achievements. Edward W. Frantel, president and chief executive officer of The Seven-Up Company, believes the focus on consumers should not be limited to one week a year. He and I agree that being a smart consumer and providing good consumer advice is, by necessity, a daily concern. Yet, observing a consumer day or week any time of the year helps publicize consumer matters and encourages consumers to seek help and to speak up.

Please read this copy of your consumer week planning guide **now** so you and your organization can make the necessary decisions and take the appropriate steps to make your 1984 Consumers Day, Consumers Weekend or Consumers Week an event from which everyone —consumer, business person, educator and government representative—will benefit.

Sincerely,

Virginia Knauer

Virginia H. Knauer
Special Adviser to the President
for Consumer Affairs
and Director,
United States Office
of Consumer Affairs

THE SEVEN-UP COMPANY

Dear Consumer:

The Seven-Up Company is vitally interested in promoting consumerism and we're pleased to offer you this planning guide for NATIONAL CONSUMERS WEEK. While I firmly believe that the focus on consumers should not be limited to one week a year, NATIONAL CONSUMERS WEEK will provide excellent opportunities to address important consumer issues throughout our entire country.

Perhaps our most important recent contribution to consumer information and education is the establishment of THE SEVEN-UP CONSUMER CENTER. With this nationwide toll-free "Hotline," we have direct communication between our company and the consumer, enabling us to better respond to a variety of consumer questions on subjects ranging from caffeine and artificial colors and flavors to soft drink advertising and labeling.

We are convinced that when consumers are given the answers and responses they desire, they react favorably in the marketplace. And that reaction benefits not only the consumer, but the manufacturer and the retailer as well. This vital interplay is the essence and strength of the American free enterprise system.

Sincerely,

Edward W. Frantel
President and
Chief Executive Officer

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INTRODUCTION

Being a consumer is a year-round role in which all Americans participate—a role that often requires us to continually update our purchasing skills and to seek new or better information about the goods and services we buy.

In the United States, National Consumers Week is proclaimed by the President as a national observance of the role consumers play in the vitality of the American economy and our system of commerce. Although the national observance is usually held in late April, this by no means should limit your plans and participation to this week. Consumer issues are important to address during myriad of other nationally recognized observances such as "Older Americans Month," "National Health Week," "Food Day," "National Safety Week," or "Car Care Month."

In this light, it is hoped this planning guide will be of use throughout the year in helping you to plan programs and events in your community that are challenging, rewarding and fun. Good luck!

TEN GOLDEN RULES

TEN GOLDEN RULES FOR AN EFFECTIVE CONSUMER WEEK

- Make sure that you know what your aims and objectives are, and make sure that other organizations involved do, too.
- Allow plenty of time to plan.
- Use your local newspapers, radio and television stations and cable television systems as much as possible. Involve them right from the planning stage and listen to their advice about what will be newsworthy.
- Ask other organizations about the best ways of reaching their members and allow enough time for invitations and leaflets to get through their systems.
- Involve other organizations in helping to plan your Consumer Week (or weekend or just a day), but expect to be (and to be seen as) the leaders in the venture. Always be clear about who is responsible for what.
- Go out to where people are—downtown shopping and office areas, shopping centers and neighborhood shopping areas. Try to get bulletin board space in branch offices of banks and other financial institutions.
- Don't be afraid of "razzmatazz"—it works and people enjoy it.
- Always check out meeting halls, exhibition spaces, shopping centers beforehand. If they're not suitable, don't book them; if necessary, cancel the event. A poor site can kill an event.
- Hold a planning meeting for everyone involved at least four weeks in advance to check through details, pick up problems and follow up last-minute bright ideas.
- Don't overstretch your resources—you still have to carry on after the big week is over. Better to concentrate on a few events and get the best publicity than spread a lot of events over a long period and lose impact.

PLAN YOUR PROGRAM

In planning your program, it's important to analyze the advantages and disadvantages of a **week-long event** and a **weekend event.** Aim for a proper balance of time and resources. Three suggested programs are described at the end of this section.

A WEEK OR A WEEKEND

Although we refer to a "consumer week," your series of events might be only a weekend or even a day. A week is a long time to fill with effective events; it will take months to plan, recruit people and organizations, and enlist the help of the news media.

On the other hand, exhibits and displays benefit from longer exposure than a day or two. Also, an entire week ensures that more people will join in the events that are planned.

Before you decide on the time frame, review the suggested programs that follow. Don't hesitate to design your own program to fit your needs and time availability.

Be realistic about how much you can handle. One short, well-run event will have a far greater impact than a poorly planned and organized week.

BALANCE THE EVENTS

Make sure there is a balance among the following major event categories:

- **"RAZZMATAZZ"**
  - Personalities
  - Celebrities
  - Banners
  - Balloons
  - Badges
  - Bands
  - Dancers, clowns
  - Crazy contests
  - Colorful events that attract media
- **ADVICE AND INFORMATION**
  - Spoken:
    - Special advice sessions
    - Staffed booths
    - Phone-in media programs
  - Visual:
    - Exhibits
    - Local-access cable programs
    - Television specials
    - Radio/TV "talk shows"
  - Written:
    - Leaflets
    - Newspaper supplements
- **CONSUMER CONTACT**
  - Meetings for volunteers who serve on consumer committees
  - Radio and TV discussion programs
  - Contests
  - Social events
  - Special meetings

A brief description of various events mentioned in our suggested programs, with hints on how to organize them, are presented beginning on Page 10.

Other sections of this guide give advice on planning and organizing your program (Page 4), generating publicity (Page 7) and contacting local and national organizations for help (Page 10).

SUGGESTED PROGRAMS

■CONSUMER WEEKEND

Friday
- Supplement in local newspaper
- Radio/TV interviews
- "Talk show" or phone-in programs

Friday Evening
- Meeting with consumer representatives to discuss their work.

OR
- Public meeting to introduce work consumer representatives do in the community.

Saturday
- Exhibit booths or demonstration areas, staffed with volunteers, in shopping malls and neighborhood shopping centers.

■EXTENDED CONSUMER WEEKEND

Thursday
- Local newspaper supplement
- Shoppers' Contest entry form published in newspaper

Thursday Evening
- Public seminar or institutional meeting with consumer representatives, educators, business leaders, and government officials.

Friday
- Exhibit booths or tables in shopping malls and neighborhood shopping centers, staffed by volunteers. Include publicity on contest.
- Mayor proclaims the day "Consumer Day."
- Phone-in radio and TV programs (Consumer representatives answer listeners' questions; publicity for Shoppers' Contest).

Friday Evening
- Special-interest meeting (tenant rights, patient rights, or advice for disabled).

Saturday
- Continue Friday events.

■CONSUMER WEEK

All Week
- Unstaffed exhibits
- Shoppers' Contest
- Distribution of consumer leaflet
- Films showed in schools
- Phone-in programs on radio and TV
- Special-interest meetings (two or three, in the evenings)
- Advice sessions (one afternoon or evening)
- Meeting with consumer representatives of businesses, government and non-profit organizations (one evening)

First Day
- Newspaper supplement
- Public service announcements on local radio and TV (Explain purpose and program for week. Could run all week.)

Last Day
- Staffed exhibit booths or tables
- Special drawings for contest winner, or door prizes donated by local businesses

PLAN YOUR TIMETABLE

Planning a week with, perhaps, as many as 10 different events takes some doing. But if you anticipate the work that must be done, work out a timetable and follow the useful tips in this section, you will be able to get the job done without last-minute panic.

PLANNING POINTERS

1. Allow plenty of time to:

   Track down the right people who can help you (both volunteers and sponsors)
   Find the right location for events
   Recruit the best speakers and determine the program
   Write, print and distribute publications
   Spread the word and build an audience
   Contact the news media
   Meet with the planning committee

2. Allow at least four months to plan a weekend or two-to-three-day event. A year will be needed to plan a full week.

3. Remember that it takes proportionately longer depending on the number of events you organize.

4. Use a PERT chart to plan what must be done each week leading up to the major events. A sample PERT chart and planning timetable can be found beginning on Page 6.

   EXAMPLE: You want to produce a leaflet about participating organizations (what they do, where they are located, etc.). Your ultimate deadline is the date for distribution. Think backwards from that date, anticipating each step in the production process, from writing to approval, design, typesetting, layout, and printing. Allow a cushion for missed deadlines.

   EXAMPLE: You reserve display space or a meeting room. The participating organizations agree to share the cost. By the date payment is due, participants need to know details of their participation so they can confirm their role. All those details must be worked out by payment date. Again, you can build in extra time for the work required to get the project done.

5. Have a round-up meeting.

   Four to six weeks before the date of the event, meet with everyone involved to go over all details and arrangements. This will ensure that everyone knows the plan, plus it allows time to organize that last-minute "bright idea."

6. Allow for an 11th hour "panic period."

   Set a date three working days before your first event by which time everything must be ready. If it isn't, you still have breathing space to sort things out.

MEETINGS AND PEOPLE

You need **meetings** to make decisions, and you need **people** to carry out those decisions. Here are some pointers to consider:

- **Number of Meetings** You'll probably need one or two meetings at the beginning of your planning phase to discuss basic ideas and agree on the purpose and scope of your program. This should include the key people and major organizations to be involved. Detailed planning meetings will be needed with smaller groups of people.

  As plans progress, you will need fewer meetings and more action. But don't forget to hold the round-up meeting four to six weeks before the first event.

- **Effective Meetings** Make sure that decisions are reached and recorded and that people know their responsibilities.

  Write and circulate minutes with **action points** as soon after the meeting as you can manage.

  Circulate a contact list with names, addresses and telephone numbers of everyone actively involved, as soon as possible. Don't forget to circulate additions to it as the weeks progress. Actively solicit additions to this list.

- **Between Meetings** For each job that needs to be done, it helps to have a chairperson who is diplomatic and who can prepare the agenda and keep an overall check on everything. It helps if this person is available during the daytime and can travel around easily.

  You'll probably need to visit people whose help you will require to explain and personally discuss your plans. Confirm any arrangements you make with them in writing.

  Confirm bookings for rooms and speakers in writing after you have reached verbal agreement.

  You may find you have to contact the same organization about different events. It helps if there is just one contact person at each end, even if these two are not directly responsible for all of it. It is very easy for misunderstandings to arise or opportunities for useful cooperation to be overlooked if two different people from the same organization are involved and don't know the full picture.

  If you get agreement from someone at the top of an organization for its participation in the week, make sure that you are also in touch with the people who will actually implement that decision.

- **Sharing the Workload** Define specific jobs and give one or two people joint responsibilities to:

  Contact group members and arrange a volunteers' schedule
  Edit a special newsletter for members about the consumer week
  Act as liaison with other organizations
  Prepare the copy for special information leaflet or supplement
  Design questions for the contest
  Reserve rooms and speakers
  Order displays and leaflets
  Get entries about the consumer week in all free local publications
  Promote attendance for your events by visits to public meetings and regular meetings of other civic groups (such as veterans' organizations, senior citizen or women's clubs). You may find not only future participants, but potential volunteers and/or sponsors.

INVOLVING YOUR MEMBERSHIP

- **Team Captain** Remember you will need bodies to do things on the days of the events (help manage meetings, move furniture, take messages, make coffee, keep leaflet supplies handy). Someone on the planning committee should have the job of getting this team together, making out a schedule and briefing volunteers. This is a good way to share the workload between more people than just the planning committee, who may be feeling fairly exhausted by the start of the Consumer Week.

- **Building an Audience** Encourage the members of your own organization not as involved and members of other organizations to come to any meetings to be held during the Consumer Week. You may need separate and special publicity about this. Allow time to prepare this and distribute it. It may even be worth phoning around to encourage people to come or arrange rides for them if they would like to come but find it difficult to get to the meetings.

THEME AND GRAPHICS

Although some printers can do a lot with your text using their standard typesetting equipment and designs, it helps a great deal if you can find someone with graphic design skills to help with refining the theme of your events and designing graphics for leaflets and notices, display boards, posters and badge designs, special lettering for speaker names, and signs for exhibits. (If all of these have a common color or style, it will increase their impact and help to unify the different events.) If you are planning a full week, stationery for all your correspondence creates a good impression with those whose cooperation you seek.

You may have home-grown talent, or one of the other organizations may be able to help. Otherwise, contact a local college or department of art and design to ask if any of the teachers do free-lance work or whether the college could take on your design needs as a special student project.

Don't be afraid to ask for samples of designers' work or ask them to produce several different ideas for designs from which you can choose. And if there is a charge, ask for an estimate before your order the work.

Make sure you both know exactly what the designer has agreed to do: Is it just to produce rough designs? Or to supply you the finished artwork from which the leaflets or other materials can be printed? Also, will the designer find and work with the printer until the job is completed?

SAMPLE PLANNING TIMETABLE

The key to a successful, effective Consumer Week is planning ahead. The following timetable and checklist will help ensure that you meet your objectives, and get the job done with a minimum amount of "crisis management!"

By laying out your plan in detail, you will be able to devise a realistic budget and cashflow projection. This will tell you how much money you will need, and when you will need it.

■**LONG TERM** (One year to nine months in advance)
- Decide the scale of events
- Hold exploratory meetings with other organizations
- Set dates for the events
- Organize a planning committee, decide assignments
- Invite mayor, other officials to opening
- Talk with news media; enlist their support
- Contact U.S. Office of Consumer Affairs for assistance
- Inspect and reserve exhibition space
- Locate display materials, films, videotapes
- Book rooms for meetings

■**MEDIUM TERM** (Nine months to six months)
- Confirm program with all participants
- Confirm time of meetings
- Recruit volunteers to help move and set up displays
- Write copy for leaflets and publicity materials
- Locate a graphic artist to design leaflets
- Arrange for supply of handouts from other organizations
- Schedule musical groups, dancers, clowns, local media talent
- Confirm speakers
- Contact education officials about school programs
- Reserve films and videotapes

■**SHORT TERM** (Six months to six weeks)
- Confirm all arrangements
- Get estimates from printers
- Print leaflets
- Plan contests
- Begin planning special newspaper supplement with local newspaper
- Send invitations to government officials, VIPs
- Meet with radio/TV and cable TV producers
- Reserve audio-visual equipment

SAMPLE PERT CHART FOR CONSUMER WEEK

	First Month	Second Month	Third Month	Fourth Month	Event
Planning Committee	select members appoint chairman meetings				
Location	plan	reserve			prepare
Speakers	plan	invite	confirm		speak
Program	plan	confirm	finalize		
Information Leaflet	plan	draft/design estimates		print	distribute
Newsletter	plan	1st copy	2nd copy	3rd copy	4th copy
Displays	plan	design	construct		display
Publicity	plan	news release		media interviews	
Promotion	plan	meet with civic groups			
Public	plan	initial invites		PSAs invitations	
Graphics	plan	contact designer/design use			
Budget	plan	raise money/ accounting			

■**LAST MINUTE** (Final six weeks)
- Hold round-up meeting; confirm all details
- Make sure all participants know what they are doing and when
- Ensure that all posters, leaflets, exhibition booths and tables are arranged properly
- Keep in close touch with local news media
- Decide who will appear on news media programs, interviews
- Distribute publicity materials throughout community
- Confirm rental of equipment and additional materials

GO FOR PUBLICITY

CONFERENCE/SEMINAR CHECKLIST

■ The following checklist will be helpful in planning your conferences or seminars during your Consumer Week:

- ☐ Set objectives and purpose
- ☐ Establish overall theme
- ☐ Determine audience to be reached
- ☐ Decide subjects to be covered
- ☐ Locate sponsors and co-sponsors
- ☐ Prepare budget
- ☐ Devise tentative agenda
- ☐ Make oral requests to speakers
- ☐ Send letters of request to speakers
- ☐ Send confirming letters
- ☐ Request special equipment
- ☐ Prepare final agenda
- ☐ Determine location of event
- ☐ Write and print program
- ☐ Arrange for other rooms for speakers, refreshment or lunch breaks, restrooms, etc.
- ☐ Set registration procedure
- ☐ Establish location for registration table
- ☐ Make provisions for chairs, tables, signs
- ☐ Secure items for registration table (NCW poster, sponsors' flyers, news media kit, registration packets)
- ☐ Arrange for podium, microphones, room arrangement, signs, coat checks and other room requirements
- ☐ Determine special equipment needed by speakers
- ☐ Decide security arrangements and requirements
- ☐ Note telephone numbers at location
- ☐ Determine staffing needs (at entrance, registration tables, speaker holding rooms, conference room, refreshments, etc.)
- ☐ List items to be included in registration packet
- ☐ Assemble registration packet
- ☐ List invitees
- ☐ Plan methods of invitation (posters, letters, printed invitations, radio/TV, etc.)
- ☐ Mail invitations
- ☐ Make provisions for RSVPs
- ☐ Order and prepare identification badges
- ☐ Determine advance media requirements and needs at event
- ☐ Follow-up with news media
- ☐ Clean up facilities
- ☐ Send thank you letters to participants
- ☐ Prepare transcripts of event
- ■ **Enjoy!**

PLAN YOUR PUBLICITY

All of your Consumer Week events will need widespread publicity to ensure their success. Suggestions for involving the news media and generating publicity are described in this section.

It's a good idea to involve the news media in your planning from the very start. Discuss with them the types of coverage that might be available, and propose various story ideas and "angles" for coverage.

The news media in your community might be interested in sponsoring or co-sponsoring some of the events as well.

■ **Media Relations** It's very important to have solid contacts in the news media. One person in your group should be designated as the media contact person. Don't confuse the media with a number of spokespersons or contacts. One of your first jobs is to explain the purpose of your project to the media. Then, closer to the event dates, supply them with specific background facts (a media Fact Sheet) to generate coverage. But remember, the news media will make the final judgment on what is newsworthy and interesting! You can help them by determining what they want.

Consider inviting some or all of the news media in your community to co-sponsor the event. This **could** ensure more publicity. But please note that this works best in a community where you have only one radio or TV station, or one newspaper. In a multi-media community, competition among the media could mean that co-sponsorship by one might mean no help or coverage by the others. Determine whether this potential problem is worth the additional coverage you would get.

■ **Radio, TV, Cable** To repeat: Make early contact with the electronic media in your community. Ways to cover your event will be numerous:

■ ***News and discussion programs***

■ ***"Talk shows"***

■ ***Phone-in programs with consumer representatives***

■ ***Public service announcements (10, 30 and 60 second announcements that plug your event)***

Start by contacting the station manager and ask whom you should work with, which probably will be the news director. You will also be dealing with news reporters, program producers, consumer reporters and "talk show" hosts.

■ **News Reporters** Give them the quick news story—what's happening, when, where, why and how. They may want to interview one of the leaders to provide an "actuality." Make sure you pick an articulate spokesperson for the interview.

■ **Program Producers** Producers may see your Consumer Week as a "peg" on which to hang a whole series of programs—what to do when things go wrong, for example, with an appliance, new purchase, or repair job that isn't satisfactory.

■ **Talk Show Hosts** Talk shows provide an opportunity to present more background and details on your event, because you have more time to talk about it. Remember that on radio you have to "paint pictures" for the listener. Use anecdotes to illustrate what you have to say. For television, bring along slides or other visual materials.

■ **Consumer Stories** News media reporters can use actual examples of consumer stories. Collect ideas during the months before the event. Ask businesses, organizations and government agencies to supply case histories (anonymous, if necessary) of people with consumer questions or problems that they were able to help, or problems that need a solution.

■ **Visuals for TV** To attract TV coverage during your week, you will need good "visuals," that is, photographs, exhibits, videotapes, and so forth. This requires thought and creativity. If you are really eager to get on TV, make a special effort to talk with the producer and determine angles for his program. Be prepared to spend a lot of time on short notice if they decide to cover an event.

If you live where the local TV station carries a fair amount of local news, your chances of coverage are best if you contact the news director. Don't be too disappointed if out-of-town stations or networks are not interested in your Consumer Week. The competition for coverage is enormous.

■ **News Releases** As soon as you have decided to hold a Consumer Week, issue a news release outlining all of the events. Include the pertinent facts: date, broad description of events planned, comment on importance and purpose of the week.

Later, give the news media more facts as they become available. Add the "human interest" stories, mentioned previously, once you have managed to collect them.

Two weeks before the event, issue a news release detailing all the events of your Consumer Week. Make sure you specify exact times and places. Have someone available to answer media calls which will result from the release. This should be the contact person, and the name and number should be listed on the news release (home and work numbers).

■ **Media Mailing List** Send your news releases to the following:

News editors of daily and weekly newspapers
News editors of radio stations
News editors of TV stations
News directors for cable news channels
Feature editors of daily and weekly newspapers
Consumer reporters
Radio and TV program producers
Picture editors of newspapers
Editors of city or regional magazines
Public Affairs directors for all media
Community or civic organization newspapers or newsletters (check deadlines)

A word to the wise: Don't send your releases to more than one person at each media outlet, unless you let all concerned know who is receiving what.

■ **Proclamations** Mayors, city councils, boards of supervisors, boards of education and civic organizations are often willing to issue an official proclamation or pass a resolution in recognition of Consumer Week. If you make it official in your community, tell the news media. Ask them to attend the signing ceremony, and distribute copies of the proclamation or resolution. (See Sample Mayoral Proclamation Page 19)

OTHER PUBLICITY OPPORTUNITIES

■ **"Community Calendars"** Most newspapers, radio stations, TV stations and cable services have free listing for upcoming events in the local area. Other sources include a local telephone-recorded information or library service. Public service announcements (PSAs) on local radio, TV and cable facilities may be available for promoting your Consumer Week. PSAs are run repeatedly and could effectively publicize your events. Contact the station manager. Check copy deadlines. Most media expect you to provide the exact text for the listings, so double-check it for accuracy before sending it in, making clear which publication or airdate(s) it is for.

■ **Posters and Pamphlets** Posters can be expensive to produce, and it takes time to arrange for their display in enough places to make an impact. Think about a dual-purpose leaflet/poster that is more easily displayed on bulletin boards and in shop windows. Try to latch on to an existing distribution system, such as branch libraries, branches of financial institutions, voluntary organizations and/or your own member organizations. Be sure to allow enough time for the leaflet/posters to get through the distribution system. Arrange a spot check to ensure the system is working. Investigate federal and state agencies that may be able to provide bulk copies of their Consumer Week posters.

■ **Distribution to Community Organizations** Experience has shown that response of leaflet distribution to community organizations and neighborhood groups is often very poor. It's probably a waste of time to send such publicity out "blind." Personal contact to interest someone in the organization who will ensure distribution and to find the best timing is essential.

■ **Publicity After the Event** You may be able to squeeze double publicity out of some events by having a follow-up release after the main week is over. For example, if you run a contest, you can have a separate prize award presentation a week or so afterwards. Or you may do a "before-and-after" survey of consumer awareness and release the results to the media after the week. Even a report of your week in a consumer group publication can be reported again in the local media long after the event.

"RAZZMATAZZ"

It's vital to the success of a Consumer Week to include some bold activities that attract the public, particularly to your exhibition, and attract the media to cover your event thus bringing you "free" publicity. People enjoy it, too! Here are some tried-and-true ideas:

Hire a rock band, brass band or marchers. Make a lot of noise and get attention. As people flock to see and hear what's going on, follow up with free balloons, badges and your leaflets. Interest them in looking at the display.

Hire or recruit free dancers (such as an exercise dance group) with recorded music.

Arrange for a large banner across main shopping streets. First, get permission from local authorities, then get bids from sign companies. It must be weather-proof. Check exactly how it will be erected and suspended.

Get a local TV or sports personality to visit some of the events or to open the week. Go for someone who is well-known to the general public, rather than a consumer figure. Arrange a "photo opportunity" for the local media. A local celebrity usually guarantees a picture in the local paper, whatever the event. You can also arrange for your own photographer to take pictures for the record. It helps to have more than one flash going off as picture-taking is an event itself and attracts attention.

Arrange for a civic opening. This is more dignified razzmatazz, but it does the same job. It also gives added weight to your event when it is recognized in the official calendar of civic events. Book the date well in advance with the secretary to the major, council chair or other government official. Nearer to the date, discuss all details including the exact timetable. As with any distinguished visitor, make sure there is someone to greet him/her, introduce them to others involved, and take them around the exhibit or event.

Arrange for visits to the exhibition of other newsworthy people, such as a local state legislator, your congressman, the governor, or someone representing the governor. Their press secretaries will usually help with publicity arrangements. If you get a national figure, then contact national media as well.

Plan a Consumer Contest, described on Page 12.

A WORD ABOUT MONEY

Very little comes free, but you can usually find organizations and individuals prepared to donate some goods and services to help your event.

If several organizations are involved in one event, try to divide up the charges among them. Make sure people know exactly what is expected of them in the way of financial contributions.

A kitty of a few hundred dollars or less should see you through if you can persuade others to help you.

Some of the things you may need to spend money on are:

Display space
Banner
Special lettering
Badges
Stationery
Newspaper supplement
Advertising
Printing leaflets
Posters
Design fee
Room rent
Travel expenses of visiting speakers
Refreshments at meetings
Prizes
Contest entry forms
Postage and telephone
Hiring a band or dancers

During National Consumers Week, posters and other materials are available from the Office of Consumer Affairs, the 7UP Consumer Center and others. You also may be able to use these materials at events at other times during the year. Organizations that might provide financial support, goods or services (office space, telephones, printing) are:

Those taking part in the week
Local news media
Banks
Savings and loan associations
Local Chamber of Commerce
Department stores
Shopping centers
Libraries
Local government

Non-profit foundations of corporations doing business in your area sometimes make cash contributions to events such as Consumer Week.

And a note about insurance: When renting rooms or arranging exhibition space, check that the rent includes public liability insurance.

EVENTS

The following are some of the events that have been part of recent Consumer Weeks. There are useful organizational tips, checklists and sources of help. Don't forget that each event should fit into your overall program. Guidelines on planning and publicity described in this booklet also apply to this section.

STAFFED EXHIBITS

This is a display over several days in perhaps a shopping center to show the work of local consumer organizations, government and advice agencies, with people from those organizations on hand to talk to the public, answer questions, and give out leaflets. Visits from local celebrities, dignitaries or national figures, plus banners, photographers, local broadcasts, and surveys involving public participation all add to the attractions.

■ USEFUL TIPS

Be an extrovert. Think about getting balloons and stick-on badges to give away. Arrange for visitors (local personalities) who will get publicity. Make sure the display space is well identified. A banner across the front tends to get hidden unless it is above people's heads. You may need to find and fix vertical supports to raise your flag. Or give staffers eye-catching sashes, rosettes or hats. Use strong color and design.

Have lots of people working at the exhibition so that visitors can be helped as quickly as possible.

Get a local radio personality to do a broadcast from the exhibition.

Decide in advance what to do if the weather is awful. Have alternative site or day planned. Make sure it is publicized.

Have rubber bands or paper weights available to hold down leaflets.

Share costs of rent (if necessary) and insurance among participating organizations.

Find volunteers for erecting and dismantling exhibition material.

An on-site telephone is invaluable.

Provide chairs for staff.

Try to advertise on site before you open.

Use the opportunity of meeting the public to conduct a simple but substantive survey.

Interview people to find out what they know about their rights as consumers.

■CHECKLIST

- ☐ Book space and check conditions of renting and security.
- ☐ Invite special visitors.
- ☐ Find display boards and furniture.
- ☐ Arrange moving, erecting and dismantling of exhibit.
- ☐ Agree on layout.
- ☐ Book other events (bands, dancers, etc.)
- ☐ Order plenty of leaflets.
- ☐ Get banner.
- ☐ Arrange schedule of volunteers.
- ☐ Tell the media.

■WHO CAN HELP YOU?

The United States Office of Consumer Affairs can put you in touch with other groups who have arranged similar events.

■TIMING

Reserve space and plan supporting events early. Start thinking about any special surveys in ample time. Get leaflets a month prior to the event. Arrange volunteers' schedules about a month beforehand. See Publicity (Page 7). Start your search for display boards early. Spend time discussing exhibit layout with all the organizations that will be participating.

UNSTAFFED EXHIBITS

This is a display of posters and leaflets illustrating the work of national and local organizations with a consumer interest, in a library, shopping center or elsewhere which can be left up for a period of time and which does not need constant staff attention.

■USEFUL TIPS

Reserve space early. Display space is often at a premium.

If no single display space is available, consider smaller displays in shop windows or empty shop premises.

Make sure organizations providing display material know who is responsible for transporting, putting up and dismantling, and who will pay.

Some organizations have a minimum display period for lending their displays (to justify the cost of setting up and taking down). See if your display can continue when your main Consumer Week is over.

Replenish leaflet supplies during the week.

Allow time to set up and dismantle (a day before and after display time).

Walk through the public areas on the way to your exhibition and post signs at key points.

Make sure your display area can be secured when not in use. Your information is valuable and every effort should be made to protect it.

■CHECKLIST

- ☐ Reserve space and confirm dates early.
- ☐ Confirm renting conditions, particularly insurance (both public liability and damage to display) and security.
- ☐ Order displays and leaflets.
- ☐ Ensure good signposting.
- ☐ Arrange special visitors if needed.
- ☐ Tell the media.
- ☐ If the library or shopping center produces its own publicity, check the details with them so that they describe your exhibition as you would like.

CONTESTS

These are to attract interest and involve the public in the Consumer Week. A Shoppers' Contest can also lead to useful cooperation with the local media and local Chamber of Commerce. Entry forms could be printed in the local paper or distributed in local shops. Stores may donate prizes and should be credited for their contributions.

■ IDEAS FOR SUBJECT MATTER

A quiz about consumer costs
A label observation quiz (for example, "What is the first ingredient listed on a name-brand packet or can of soup?")
Vote for the shop you most enjoy visiting
Vote for the best shopkeeper locally, or the best standard of service received
"My best shopping tip"
A slogan for consumers

These last two ideas are useful to add on as tie-breakers.

■ USEFUL TIPS

Keep questions short and very simple.

Arrange for collection of entries in neutral places, especially if the contest involves naming a favorite shop.

Include a tie-breaker.

Make all arrangements before launching the contest. It's easier to cancel a flop than cope with hundreds of entries on short notice.

■ CHECKLIST

- ☐ Find sponsors.
- ☐ Agree on competition and prizes.
- ☐ Compose entry form and try it out for yourselves.
- ☐ Agree on conditions of entry and judges.
- ☐ Appoint judges and agree on judging system.
- ☐ Arrange distribution and collection of entry forms.
- ☐ Arrange announcement of results and prize-giving.
- ☐ Tell the media.

CONSUMER MEETINGS

■ WHAT KIND OF MEETING DO YOU WANT?

- ☐ A public meeting to give an opportunity to publicize the existence of government agencies and various organizations and groups interested in consumer issues?
- ☐ An opportunity for representatives of these agencies and organizations to meet and talk together about what they do, how they do it and any problems they face?
- ☐ A training opportunity?
- ☐ A social event?

Some of these elements can be combined, but be clear on what you hope to achieve.

■ USEFUL TIPS

Involve agencies and organizations from the start and discuss with the chief officer the kind of meeting the members would like.

Allow plenty of time for them to circulate invitations to their members (perhaps as much as three months).

Make positive efforts to get an audience if it is to be a public meeting; contact other organizations in good time; make personal contact with them to explain what you are doing.

Inspect the meeting room; make sure there are enough chairs, a speaker's lectern or platform and a sound system.

Make sure the meeting room is well-identified.

Even modest refreshments help people relax and get to know each other.

■ WHO CAN HELP YOU?

Contact the United States Office of Consumer Affairs in addition to local and national organizations concerned with the subject or topic selected for the meeting. Consult these resources in your planning and publicizing stages.

■ TIMING

Agree on date and program early so that details can be circulated well in advance.

SPECIAL ADVICE SESSIONS CONSUMER FAIR

This project uses a large room where each agency or organization has its own consulting section, with table and chairs. An alternative would be to use one room which is shared on a rotating basis among the organizations over a period of time.

Advice sessions on a one-to-one basis are difficult to conduct successfully, but they do have fringe benefits, as the following comments from participants show:

"It was an opportunity for the personnel at the session to discuss common aims and lay plans for cooperation which will bear fruit in the future."

"We lobbied local government officials who dropped in."

"The public missed a great chance to talk informally with its elected representatives."

Perhaps these aims could have been better met by a different type of event (such as consumer representative meetings), but they illustrate the positive spin-off that can result from what seemed a relatively unsuccessful event, in terms of generating public response.

Most elected representatives attend local meetings to keep in touch with their constituents. An alternative idea would be to arrange a consumer advice session linked to one of the general public sessions.

■USEFUL TIPS

An advice session is probably not worth planning unless the site is very accessible to the general public and well identified. People need to get to the site easily.

A department store or shopping center meeting room might be set aside, on a rotating basis, for advice sessions. If it can be repeated at a later date, or become part of the store or center's regular schedule, you will have established a new specialized advice service to the general public.

Massive amounts of publicity are necessary. Remember that most people usually do not have consumer problems. As a result, the number of times your advice session will coincide with people having problems you can help solve will be fairly small. Nevertheless, a session can still be useful.

■CHECKLIST

- ☐ Reserve the room.
- ☐ Discuss the format with the organizations participating.
- ☐ Provide furniture.
- ☐ Provide identification for each organization.
- ☐ Tell the media.

SPECIAL INTEREST MEETINGS

Consider planning public meetings during Consumer Week with other local or national organizations (colleges, trade unions, professional societies) on particular subjects (energy conservation, patients' rights, consumers).

An alternative would be to find a speaker, or gather a number of speakers from various organizations involved in your week, and offer them to other local organizations to speak at regular meetings. Since some organizations plan their programs a year in advance, it is probably more effective to publicize your speakers panel during Consumer Week, with the hope that appearances can be lined up for your speakers during the coming year.

■USEFUL TIPS

Public meetings usually are not well attended. Any more than 20 is considered good. Try to get a "captive audience." For example, if the meeting is to be at a college, ask the president, dean and responsible faculty members to publicize it, or let you publicize it, among the students. If you are co-sponsoring the event with other organizations, make sure they know it is **their** responsibility as well to generate an audience from their membership.

■CHECKLIST

- ☐ Discuss ideas with other organizations.
- ☐ Inspect and reserve a site.
- ☐ Plan for refreshments.
- ☐ Line up speakers.
- ☐ Publicize to potential audiences.
- ☐ Identify the location of the meeting room.

INVOLVING SCHOOLS, ADULT EDUCATION

There are several projects you could plan for schools, such as a special consumer contest (quiz, designing a consumer poster, carrying out a special consumer project) or a special film for video tape showing. Many government agencies, corporations, trade associations and non-profit organizations have materials available. A good speaker is needed to introduce the films and tapes, and, if necessary, answer questions. You could put together a consumer education kit, or a consumer teaching kit for an adult literacy class. For example, materials distributed by the local electric utility company (letters, meter reading cards, disconnection notices, leaflets) can be the basis for literacy teaching.

■USEFUL TIPS

There is so much you could do, it could take a whole week in itself. You need the **active** cooperation of educators if it is to succeed.

Get an inside contact and talk with school administrators and/or teacher organizations before you decide to proceed.

Prize-giving can be a separate event with its own publicity.

News media love children, so use them in the publicity. **These are the consumers of tomorrow.**

PAMPHLET, NEWSPAPER SUPPLEMENT

A newspaper supplement or pamphlet is a permanent memento of your Consumer Week. It provides key information about the week and your group. The supplement, of course, is distributed as part of your local newspaper, while the pamphlet would be distributed in quantity to the public. Most groups planning a Consumer Week want to produce a supplement or pamphlet.

■CONTENTS

Program for the week.

Details about local consumer organizations, with addresses, opening hours and brief outline of what they do. (Example: People won't automatically know what a utility consumer board is and does.)

■USEFUL TIPS

It takes time to write copy and get approval of the final draft from everyone involved. You will want photographs or other art work which need to be prepared well in advance.

Newspaper Supplement: One full page or several tabloid pages in a local newspaper with a high circulation can cost a lot of money. Try to sell other organizations on taking advertising space on your page or in the supplement to help pay for it.

One supplement contained ads from businesses and organizations with a consumer policy. The local consumer organization made initial contact, then gave a list of possible advertisers to the newspaper's advertising department which sold the space.

Reserve space with the newspaper about six months in advance. Make sure both you and the newspaper understand who is to write and approve the text. The newspaper will tell you its latest deadline for copy.

Consumer Information Pamphlet: Again, bulk printing of a leaflet can be expensive. Get estimates from local printers well in advance. Think carefully about how you will distribute the pamphlet (at the exhibit, local libraries, etc.) before you begin production.

■CHECKLIST

- ☐ Confirm titles, addresses and telephone numbers with organizations appearing in supplement or pamphlet and a simple description of what they do. Have names, addresses and telephone numbers checked by someone who is **not** familiar with them.
- ☐ Collect interesting stories and make contacts for newspaper to interview to provide editorial copy for the supplement.

SOCIAL EVENTS

Although not an essential part of the week, a social event for the organizers is a bonus and gives cohesion to the group that has come together to plan it. You could make it part of one of your events, such as the meeting of consumer representatives, or it could be a special event, perhaps at the end of the week when everyone could relax. But remember, this too will need organizing and invitations must be sent.

April 23-29, 1984

CONSUMERS MEAN BUSINESS

NATIONAL CONSUMERS WEEK COMES HOME

April 23rd is the kickoff for National Consumers Week 1984. As with previous years, there will be a variety of themes selected and used by different groups across the country. But this year, the emphasis is being focused on community projects and cooperative ventures at the local grass roots level. The principal thrust of activities culminating during NCW '84 will be to encourage cooperative community partnerships.

Thousands of organizations will be developing themes important to the consumer interest they serve, but the unifying slogan for NCW '84 is "Consumers Mean Business." This slogan highlights the importance consumers play in the marketplace and also the responsibility to make their wants and needs known.

National Consumers Week is only an introduction—a means of raising the community's awareness to the need for continuing education. This is the time to get people interested and to get programs started. The interest, goodwill, and activities generated during the week serve consumers and your community only if people continue to learn how the marketplace functions and how they are able to participate regularly in decision making that affects our economy and consumer well-being.

If you look around, you may find that consumer education activities aren't new to your community. NCW is a good time to arrange for recognition and continued support for existing programs, and an excellent time to initiate or announce a new project.

MAKING IT OFFICIAL

- Ask your mayor and governor or legislative body to issue an official proclamation in recognition of the week. Make arrangements NOW to be ready by April 23rd.
- Request the school superintendent and local principals to officially recognize the week and support various programs.
- Have your organization pass an official resolution to participate.

SPREAD THE NEWS

Many of the events taking place during National Consumers Week will be of interest to your newspapers, radio, and TV stations. If they are alerted, reporters will recognize opportunities for news and feature stories, but they won't know what's happening unless you tell them. Here are some tips on working with the media: Send a news release giving the important information—what is happening, where, when, and who is involved. In one or two paragraphs describe the most exciting parts of the event. You may want to quote the person responsible for the activities—the school principal or the NCW coordinator. Think in terms of "picture possibilities" and "action shots" for press and TV cameras. You may suggest persons who would fit into the format of your local "talk shows."

If an interesting event develops at the last minute, phone the paper or broadcast station, making sure you have all of your facts in order first. Always give news people the name and phone number of someone to contact for further information.

NEED SOME IDEAS? COMMUNITY PARTNERSHIP IS THE KEY

There is no substitute for your own ingenuity and creativity, but to help you get started, we have compiled some of the more successful projects and ideas from previous National Consumers Weeks. All are intended to increase awareness of the necessity of lifelong consumer education and protection. The following are some suggested activities and examples:

- **Schools** Students should be encouraged to participate in the National NCW '84 Poster Contest sponsored by the Coalition for Consumer Education. Winners last year won a trip to Washington, D.C. and were awarded savings bonds. Teachers should include lessons involving consumer situations, comparison shopping, interest rates, credit, housing, advertising, and the media in addition to the implications of tariffs in world trade. Invite guest speakers. Piscataway Township Schools, New Jersey involved the State Consumer Affairs Department and retailers in a week-long observance. Allerton-Broadlands-Longview High School, Illinois toured a local factory, bank, and apartment complex, in addition to having a school-wide proclamation issued and media coverage of various events.

- **Community Organizations** Include consumer issues into existing projects. Work with state and local agencies to set up fairs at local shopping malls or community centers. "What to Ask the Auto Mechanic," "Your Credit Rights," or "Home Improvement" are possible topics. The Grand Generation Volunteer Network of Nebraska focused on its year-round counseling and assistance program. Mid-Cumberland Community Action Agency of Smyrna, Tennessee conducted workshops and arranged radio interviews.

- **Libraries** Set up consumer corners featuring titles on a variety of consumer issues. Lawton and Nye Public Libraries, Fort Sill, Oklahoma made consumer displays their focal point. Plainedge Public Library, Massapequa, New York disseminated a newsletter to neighborhood residents.

- **Businesses** Develop and distribute materials that describe your products or services and that offer tips on saving time or money. Conduct tours. Publicize the week in newspaper ads, display posters, and on TV. Provide demonstrations, employee seminars, and work with and support local agencies. Shell Oil distributed *Answer Books* and presented special information to dealers for their consumers. W.R. Grace & Company promoted public tours and consumer education seminars for employees and used the postage meter slug through Pitney Bowes. The U.S. Council for International Business co-sponsored a conference on "Business and Consumers Together for Trade." Kraft, Inc. sent special mailings of NCW materials to consumer professionals, employees, and field representatives.

■ **Service and Public Utilities** Set up consumer advisory panels, enclose informational flyers with monthly bills, and hold open houses on energy conservation measures and meter-reading. Washington Gas Light Company offered energy grants to local community groups and sent out materials to schools. Georgia Power Company presented classes and a videotape on its solar home.

■ **Unions** Invite experts on credit, budgeting, nutrition, and housing to special meetings. Join with community colleges, adult education centers, and/or business in sponsoring consumer economics classes. UAW Local 893, Marshalltown, Iowa conducted training sessions at a local mall.

■ **Government** Offer personnel as speakers and provide materials to schools and groups observing the week. Publicize Social Security provisions, health insurance plans, etc. Include consumer tips with regular mailings and write a proclamation. Work with community organizations, schools, and other entities to develop special consumer education programs and lasting working relationships. Santa Cruz County, California conducted a Best Business Contest and held an open house for its volunteer arbitrators. The Kentucky Office of the Attorney General sponsored a poster contest and presented programs for school groups, senior citizens and other state agencies. Bucks County, Pennsylvania spearheaded a two-week celebration that combined NCW and Energy Awareness Week. Informational materials were sent to many principals, shopping malls housed exhibits, and organizations were included in producing a "Buyer Beware" series for cable television and various seminars and demonstrations.

■ **Cooperative Projects** All of the categories listed above can be included in many appropriate projects and educational programs during NCW and throughout the entire year! Include the media and universities in your planning. Cleveland, Ohio coordinated Consumer Expo '83, a consumer fair with the theme "More for Less." Exhibits on do-it-yourself projects and consumer awareness were co-sponsored by many agencies and organizations. The Veterans Administration produced information for all field stations. Many ran full-scale programs for patients, visitors, and employees that included cooperation with a power company, other government agencies, the local telephone company, a local technical school, and the Extension Service. Credit Counseling Centers, Inc., Michigan ran a money management essay contest with local schools and the National Bank of Detroit. Seattle Consumer Action Network (SCAN), Washington conducted a program on "Consumers Look at Cooperatives" at the community college. Co-sponsors were Puget Sound Cooperative Federation and Washington Coalition for Consumer Education.

WHAT OTHERS SAY ABOUT NATIONAL CONSUMERS WEEK

■ ***"NCW offers an excellent opportunity for community partnerships that we in SOCAP seek."***
Stanley Berkovitz, President, Society of Consumer Affairs Professionals in Business (SOCAP).

■ ***"NCW exemplifies the importance of cooperation among all levels of government, business, and private consumer groups in meeting the consumer challenge of the '80s."***
James Jones, President, National Association of Consumer Agency Administrators (NACAA).

■ ***"NCW helps us focus much needed public attention on consumer education issues."***
David Schoenfeld, President, National Coalition for Consumer Education.

ADDITIONAL NCW RESOURCES

In addition to regional and district offices of many Federal agencies, the organizations listed below have agreed to serve as resources for NCW materials (flyers, posters, press and publicity packets, etc.) and ideas:

- **American Council of Life Insurance**
  Education Services
  Community and Consumer Relations
  1850 K Street, N.W.
  Washington, D.C. 20006
  (202) 862-4000
  Publications on life and health insurance and financial planning

- **American Council on Consumer Interests**
  University of Missouri
  162 Stanley Hall
  Columbia, Missouri 65211
  (314) 882-6041
  Produces newsletter and research-oriented journal and materials for members

- **Coalition for Consumer Education**
  1314 14th Street, N.W.
  Washington, D.C. 20005
  (202) 387-2154
  Network of state coordinators interested in promoting consumer education. Runs National NCW Poster Contest

- **Consumer Information Center**
  Pueblo, Colorado 81009
  Single copies of the NCW flyer, Consumer Resource Handbook, and a wide variety of free or low-cost consumer publications. Allow 3 weeks for delivery

- **Council of Better Business Bureaus**
  1515 Wilson Boulevard
  Arlington, Virginia 22209
  (703) 276-0218
  Publications on a wide variety of consumer topics

- **Joint Council on Economic Education**
  1212 Avenue of the Americas
  New York, New York 10036
  (212) 582-5150
  Consumer economics instructional materials for kindergarten-college

- **Pitney Bowes**
  9200 Edmonston Road
  Greenbelt, Maryland 20770
  Contact area representative for postage meter cancellation slug

- **Seven-Up Consumer Center**
  121 South Meramec
  St. Louis, Missouri 63105
  (800) 325-7272
  NCW planning guide explaining how to run a consumer week for your organization

- **United States Office of Consumer Affairs**
  1009 Premier Building
  Washington, D.C. 20201
  Individual copies of the NCW '83 Final Report, Press/Publicity packets, official NCW poster, NCW planning guide, and help with locating speakers

Sources for speakers or materials at the local level might be attorneys, automobile dealers and their professional associations, economists, insurance companies, university departments, interior decorators, local government officials, physicians, police and fire departments, utility companies, realtors, retailers and merchants' associations, librarians, nutritionists, and stockbrokers.

WE'D LIKE TO HEAR ABOUT YOUR ACTIVITIES!

The United States Office of Consumer Affairs plans to compile a report on National Consumers Week 1984 for the President and the White House staff. We would like to receive information about NCW activities happening around the country. Three sets of information should be sent no later than May 10, 1984 to: **National Consumers Week 1984, United States Office of Consumer Affairs, Washington, D.C. 20201**

- **Produced by the Committee on Consumer Affairs of the American Council of Life Insurance and the Health Insurance Association of America in cooperation with the Special Adviser to the President for Consumer Affairs and the United States Office of Consumer Affairs.**

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SAMPLE MAYORAL PROCLAMATION

WHEREAS, our President has proclaimed the week beginning April 23, 1984, as "National Consumers Week;" and

WHEREAS, a major function of our competitive free market system is to satisfy consumer demand; and

WHEREAS, everyone is a consumer but too often this role is the most neglected in terms of preparation and training; and

WHEREAS, consumers should have access to a wide assortment of competitively priced goods and services produced here and abroad, accurate information on product content and care, on contractual agreements, on the cost of credit...essentially whatever facts are needed to make an informed choice; and

WHEREAS, it is clear that the greatest fairness for consumers can be achieved through the active cooperation of business, government, and consumers themselves working together to insure equity, increased competition, and safety in our free market economy; and

WHEREAS, National Consumers Week will promote dissemination of sound consumer information by both public and private sectors, including the media, on subjects such as complaint handling and on public policy issues which affect consumers; encourage dialogue and cooperation among consumers, business and government; and broaden the scope of consumer and economic education by heightening consumer awareness that we function in a world market—that our interdependence extends far beyond the boundaries of the United States;

NOW, THEREFORE, I, _____, Mayor of _____, do hereby designate April 23-29, 1984, in the city of_____, as....

NATIONAL CONSUMERS WEEK

APRIL 1984

_____

MAYOR

CONSUMERS MEAN BUSINESS

BEST COPY AVAILABLE